



July 28, 2016

<p><b>SUBJECT</b></p> <p><b>UPDATE ON 2016 <i>TALK. READ. SING.</i>® MEDIA CAMPAIGN AND ACTIVITIES</b></p> <p><b>Strategic Priority Area 1. Public Will and Investment:</b> Build public engagement in, investment in, and support of the optimal wellbeing and development of children prenatal through age 5, their families, and communities.</p> <p><b>Goal 3.1. Communications:</b> Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p>	<p><input type="checkbox"/> Action</p> <p><input checked="" type="checkbox"/> Information</p>
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### SUMMARY OF THE ISSUE

Fraser Communications is the current contractor for First 5 California's media efforts. Renee Fraser, President and CEO of Fraser Communications, will provide an update on the multi-media efforts underway as part of First 5 California's current public education and outreach campaign, *Talk. Read. Sing.*®

### RECOMMENDATION

This is an information-only item. First 5 California staff is not requesting action at this time.

### BACKGROUND OF KEY ISSUES

Launched in 2014, the purpose of the *Talk. Read. Sing.*® campaign is to educate parents, caregivers of young children, and the public at large about the brain development that takes place during the earliest days, months, and years of a child's life, and how that development is stimulated and enhanced through language interaction and engagement with caring adults (i.e., talking, reading and singing). This early brain development is essential for building strong brains in young children. Positive and regular verbal engagement with young children promotes their vocabulary development,

enhances their social-emotional development and school readiness, helps prevent or offset toxic stress, and provides them with a greater chance of lifelong success.

The presentation for this item will feature an overview of the 2016 campaign and statewide media/outreach activities (television and radio ads, social media, parent website, celebrity endorsements, interviews, sports partnerships, targeted outreach, etc.) to promote and amplify critical campaign messaging.

#### **ATTACHMENTS**

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None.